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**International
Marketing Information
Series**



**International
Marketing Events**



Overseas Export Promotion Calendar

July 1976—September 1977

U.S. DEPARTMENT OF COMMERCE
Domestic & International Business Administration
Bureau of International Commerce
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IME

U.S. DEPARTMENT OF COMMERCE
Elliot L. Richardson, Secretary

Domestic and International Business Administration
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Bureau of International Commerce
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Deputy Assistant Secretary and Director

The Overseas Export Promotion Calendar provides a fifteen month schedule of events sponsored by the U.S. Department of Commerce. These events consist of exhibitions in U.S. Trade Centers and in International Trade Fairs, Trade Missions, Technical Sales Seminars and other promotional activities (Glossary of Terms, page vi).

The Calendar is issued quarterly by the Office of International Marketing and is distributed by the Office of Export Development, Bureau of International Commerce. It also includes promotion events programmed by both the Bureau of East-West Trade (BEWT) and the Commerce Action Group for the Near East (CAGNE).

It should be noted that the Calendar also contains listings of events that are scheduled on a tentative basis. Information regarding the current status of these events can be obtained by communicating with the appropriate Country Marketing Manager, as set forth in the telephone directory on the back cover.

Additional copies or regular distribution of this publication can be obtained by writing to U.S. Department of Commerce, Bureau of International Commerce, Office of Export Development, Domestic Export Program Division, Room 2324, Washington, D.C. 20230.

International Marketing Information Series

This report is one of a series of Bureau of International Commerce publications focusing on foreign market opportunities for U.S. suppliers. The series is made available by the Bureau's Office of International Marketing in cooperation with the U.S. Foreign Service-Department of State. Most reports are based on research conducted by overseas contractors under U.S. Foreign Service supervision or by economic and commercial officers of the Foreign Service or Department of Commerce.

Some of the data in this series is reproduced in its original unevaluated form and the distribution of this document does not necessarily imply the concurrence of the Department of Commerce in the opinions or conclusions contained therein.

As part of its marketing information program, OIM makes available to the U.S. business community, on a continuing basis, eight types of publications and reports.

1. Global Market Surveys: In-depth reports covering 20-30 of the best foreign markets for a single U.S. industry or a group of related industries.
2. Country Market Sectoral Surveys: In-depth reports covering the most promising U.S. export opportunities in a single foreign country. About 15 leading industrial sectors are usually included.
3. Producer Goods Research: In-depth reports covering the best foreign sales opportunities for a single U.S. producer goods industry, or group of industries.
4. Consumer Goods Research: In-depth reports covering the best foreign sales opportunities for a single U.S. consumer goods industry, or group of industries.
5. International Marketing Newsmemo: Information bulletins received directly from the U.S. Foreign Service; reports prepared by U.S. businessmen or Department of Commerce officers; and usually distributed unedited. They cover a wide variety of industries, products, and countries.
6. Overseas Business Reports: Reports that include current and detailed marketing information on all of our leading trading partners. Most are revised annually.
7. Foreign Economic Trend Reports: Annual or semiannual reports prepared by the U.S. Foreign Service that cover, individually, almost every country in the world.
8. International Marketing Events: Brief market summaries in support of trade promotion events organized by the Office of International Marketing. Also, detailed calendars of upcoming events.

To supplement and up-date the marketing information available in this series, and for specific ordering information, we suggest that you telephone the nearest Department of Commerce District Office or the Country Marketing Manager responsible for the area or areas in which you are interested. A directory of these key people and offices is printed on the back cover.

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GLOSSARY OF TERMS

Catalog Events (CE) - Commerce-organized and managed displays of the catalogs and brochures of U.S. companies in selected foreign markets.

Commercial and Industrial Fairs - Commerce-managed exhibitions in selected overseas markets. Except for "Solo" promotions, these events are held in conjunction with established International Trade Fairs or especially important National Trade Fairs.

In-Store Promotions (ISP) - Marketing events for U.S. manufactured consumer goods held by specific retail establishments in selected foreign countries.

Joint Export Establishment Promotion (JEEP) - A small Trade Center exhibition designed for the sole purpose of introducing U.S. companies in the market.

"Off-Site" Trade Center Exhibitions - Exhibitions managed by Trade Center personnel outside the Trade Center facility. These events frequently are held in conjunction with locally organized Commercial Fairs.

"Solo" Commercial Fair - A Commercial Fair organized and managed by the U.S. Department of Commerce for the sole purpose of exhibiting U.S.-made products. These events are held in markets where market research indicates favorable opportunities for the sale of U.S.-made products, but where other suitable promotion vehicles are not available.

Target Industries (TIR) - Fifteen industry segments that have been selected by the U.S. Department of Commerce for special trade promotion emphasis.

Technical Sales Seminar (TSS) - Events with all of the features of Specialized Trade Missions but with the addition of organized formal presentations of papers by the members in each city visited.

Trade Center Exhibitions - Scheduled exhibitions of U.S.-made products in U.S. Trade Centers in response to favorable market research.

Trade Missions - Organized trips by groups of U.S. businessmen that feature U.S. Government sponsored business receptions and pre-planned appointments. Specialized Trade Missions (STM) are organized, managed, and led by staff officers selected by the U.S. Department of Commerce; Missions that are organized, managed, and led by Industry Groups with U.S. Government approval and support are designated (ITM).

U.S. Trade Centers - Permanent product exhibit facilities in selected overseas locations operated by the U.S. Department of Commerce.

TRADE CENTERS	EXHIBITIONS: JULY, 1976	EXHIBITIONS: AUGUST, 1976	EXHIBITIONS: SEPTEMBER, 1976
-STOCKHOLM	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
LONDON	-Privately Sponsored Events	-Privately Sponsored Events	-Packaging & Bottling Equipment (TIR) (Specialized Exhibition) 9/27-10/1 FIRM
FRANKFURT	-Privately Sponsored Events	-Privately Sponsored Events	-Sporting Goods: Offsite at Cologne (Spoga Fair) 9/26-28 FIRM
PARIS	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
MILAN	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
TOKYO	-Electronic Components and Materials (TIR) 7/12-16 FIRM	-Privately Sponsored Events	-Do-it-Yourself Equipment 9/6-10 FIRM
SYDNEY	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
SINGAPORE	-Privately Sponsored Events	-Privately Sponsored Events	-Computers for Industry (TIR) 9/6-10 FIRM
SEOUL	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
TAIPEI	-Privately Sponsored Events	-Privately Sponsored Events	-Process Controls & Instruments (TIR) 9/20-24 FIRM
MEXICO CITY	-Privately Sponsored Events	-Metallurgical Eqpt. & Inst. (TIR) 8/24-27 FIRM	-Quality Control & Materials Testing Eqpt. 9/7-10 FIRM
BEIRUT	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
TEHRAN	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Fast Foods 9/27-30
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-COLOMBIA, Bogota: XI International Fair, General Industrial Equipment 7/10-25 FIRM (CPF) -SYRIA, Damascus: 23rd Damascus International Fair 7/10-25 (GPF) FIRM		-BOTSWANA, Gaborone: Botswana Natl. Trade Fair 9/27-10/3 FIRM -BULGARIA, Plovdiv: Plovdiv Fair (Chemical Process. & Const. Eqpt.) (TIR) 9/3-10 FIRM -CZECHOSLOVAKIA, Brno: 19th Brno Int'l. Fair (Mach. Hand-ling Eqpt.) 9/15-23 FIRM -GREECE, Thessaloniki: 41st Thessaloniki Int'l. Fair (GPF) 9/5-19 FIRM -NETHERLANDS, Amsterdam: "Aquatech", Pollution Control Eqpt. (TIR) (M) 9/14-18 FIRM -UNITED KINGDOM, Birmingham: PEMEC '77, Plant Engr'g. & Maint. 9/27-10/1 FIRM -UNITED KINGDOM, Farnborough: Int'l. Air Show (TIR) 9/5-12 FIRM -U.S.S.R., Moscow: Municipal Service Eqpt. 9/1-15 FIRM -VENEZUELA, Caracas: Food Processing & Packaging Eqpt. (TIR) (Solo) 9/14-18 FIRM

TRADE CENTERS	EXHIBITIONS: OCTOBER, 1976	EXHIBITIONS: NOVEMBER, 1976	EXHIBITIONS: DECEMBER, 1976
STOCKHOLM	-Privately Sponsored Events	-Commercial & Industrial Security Equipment 11/8-12 FIRM	-Pollution Control Equipment (TIR) 2/6-10
LONDON	-Privately Sponsored Events	-Laboratory Instruments for Science & Industry 11/29-12/3 FIRM	-Privately Sponsored Events
FRANKFURT	-Micro & Mini-Computers (TIR) 10/12-15 FIRM	-Privately Sponsored Events	-Privately Sponsored Events
PARIS	-Building & Construction Supplies & Equipment (TIR) 10/4-7 FIRM	-Telecommunications [JEEP/BSP] 11/29-12/3	-Privately Sponsored Events
MILAN	-Equipment for the Chemical Industry 10/12-16 FIRM	-Engineering Design Components & Systems 11/23-27	-Privately Sponsored Events
TOKYO	-Privately Sponsored Events	-Lasers and Electro-Optical Equipment 11/15-19	-Privately Sponsored Events
SYDNEY	-Privately Sponsored Events	-Electronic Data Processing Equipment & Systems (TIR) 11/8-12	-Privately Sponsored Events
SINGAPORE	-Privately Sponsored Events	-Privately Sponsored Events	-Process Controls & Instruments (TIR) 12/7-10
SEOUL	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
TAIPEI	-Privately Sponsored Events	-Communications Equipment (TIR) 11/15-19	-Business Equipment (TIR) 12/15-19
MEXICO CITY	-Ceramics 10/18-22 [JEEP/BSP]	-Privately Sponsored Events	-Plant Engineering & Operations 12/6-10
BEIRUT	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
TEHRAN	-Business Equipment & Systems (TIR) 10/10-14	-Privately Sponsored Events	-Privately Sponsored Events
MOSCOW	-Logging	-Special Promotional Activities	-Rolling Mills
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-ROMANIA, Bucharest: Bucharest International Fair, Agricultural & Food Processing Machinery 10/16-25 FIRM	-W. GERMANY, Munich: (ELECTRONICA) Electronics Industry Production & Test Instr. Equip. & Components (TIR) 11/25-12/1 FIRM -IRAN, Tehran: (SAHO) Air Conditioning & Heating Equip. 11/24-30	-UNITED KINGDOM, Birmingham: (Offshore) Oil Industries Eq. 12/7-10 FIRM

TRADE CENTERS	EXHIBITIONS: JANUARY, 1977	EXHIBITIONS: FEBRUARY, 1977	EXHIBITIONS: MARCH, 1977
STOCKHOLM	-Metals, Metalworking & Finishing Machinery & Equipment (TIR) 1/17-21	-Privately Sponsored Events	-Fast Food Franchising & Restaurant Equipment 3/14-17
LONDON	-Data Communications Equipment & Systems (TIR) 1/10-14	-Automated Business Equipment (Tandem w/Paris Trade Center) 2/8-11	-Security Systems and Equipment (Tandem w/Milan Trade Center) 3/14-18
FRANKFURT/COLOCNE	-Privately Sponsored Events	-Design Engineering: Offsite at Duesseldorf (PRO-IN '77) 2/15-18	-Privately Sponsored Events
PARIS	-Pet Products 1/10-13 (JEEP/BSP) -Hyper '77 [Microwave Eq.] 1/19-21 (JEEP/BSP)	-Business Equipment & Systems (TIR) 1/31-2/3 (Tandem w/London Trade Center)	-Laboratory Instruments (TIR) 3/28-31 [Grenoble 4/4-7]
MILAN	-Privately Sponsored Events	-Hi-Fi Equipment [Locally-Frocured] 2/4-7	-Eq. & Textiles for Sewn Prod. Mfg. 3/8-11 -Industrial & Commercial Security Eq. 3/22-26 (Tandem w/London T.C.)
TOKYO	-Privately Sponsored Events	-Printing and Graphic Arts Equipment (TIR) 2/14-18	-Building Systems, Construction Materials & Hardware (TIR) 3/14-18
SYDNEY	-Privately Sponsored Events	-Privately Sponsored Events	-Educational Training Aids 3/28-4/1
SINGAPORE	-Privately Sponsored Events	-Energy Systems (TIR) 2/7-11	-Privately Sponsored Events
SEOUL	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
TAIPEI	-Privately Sponsored Events	-Dockside & Shipbuilding Equipment 2/7-11	-Privately Sponsored Events
MEXICO CITY	-Privately Sponsored Events	-Textile Manufacturing Machinery 2/14-18	-Medical Instr. & Equip. 3/14-18
BEIRUT	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
TEHRAN	-Privately Sponsored Events	-Communications Equipment (TIR) 2/6-10	-Privately Sponsored Events
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Water Pollution Equipment
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)			-JAPAN, Tokyo: Pollution Control Equipment & Instruments (Tapex Fair) (TIR) 3/14-18 -VENEZUELA, Caracas: Metalworking Machinery & Equipment (Solo) (TIR) -PHILIPPINES, Manila: Timber Industries Eq. 3/28-4/1 -GERM. DEM. REP., Leipzig: Leipzig Spring Fair 3/13-20 Industrial Process Controls & Test Measurement Eq.

TRADE CENTERS	EXHIBITIONS: APRIL, 1977	EXHIBITIONS: MAY, 1977	EXHIBITIONS: JUNE, 1977
STOCKHOLM	-Electronic Industries Production Equip. & Test Instruments (Tandem w/London T.C.) 4/18-21	-High Performance Building Materials & Equip. 5/10-13	-Pulp & Paper Processing Equipment 6/6-10
LONDON	-Electronic Industries Production Equip. & Test Instruments (Tandem w/Stockholm) 4/26-29	-Telecommunications Equipment (TIR) 5/16-20	-Quality Control & Materials Test Equip. 6/13-17
FRANKFURT/COLOGNE	-Privately Sponsored Events	-Privately Sponsored Events	-Health Care Industries (INTER-HOSPITAL Fair Hannover) (Tandem w/Paris T.C.) [TIR] 6/7-10
PARIS	-Privately Sponsored Events	-Industrial Assembly Eq. 5/9-12 -Health Care Industries 5/23-26 (Tandem w/INTERHOSPITAL)	-Educational & Industrial Training Aids 6/6-9 (Tandem w/Milan T.C.)
MILAN	-Privately Sponsored Events	-"EDP-USA" Electronic Data Processing Equip. (TIR) 5/10-14	-Audio Visual Equipment & Training Aids 6/14-18 (Tandem w/Paris T.C.)
TOKYO	-Fluid Power Equipment 4/18-22	-Metal Surface Treatment and Finishing Equipment	-Laboratory Instruments for Chemical/Petrochemical Industries (TIR) 6/14-18
SYDNEY	-Privately Sponsored Events	-Outdoor Recreation 5/9-13	-Privately Sponsored Events
SINGAPORE	- <u>Graphic Arts Equipment</u> 4/25-29	-Privately Sponsored Events	-Electronic Industries Production Equip. & Test Instruments (TIR) 6/13-17
SEOUL	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
TAIPEI	-Privately Sponsored Events	-Machine Tools (Offsite: Kaoshung) (TIR)	-Privately Sponsored Events
MEXICO CITY	-Plastics Prod. Equip. 4/18-22	-Privately Sponsored Events	-Privately Sponsored Events
BEIRUT	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
TEHRAN	-Privately Sponsored Events	-Water Resources 5/1-5	-Home Appliances & Hi-Fi Eq. 6/20-24
MOSCOW	-Special Promotional Activities	-Automated Construction Eq.	-Special Promotional Activities
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-HONG KONG: Business Equipment -HUNGARY, Budapest: AGROMASEXPO (Agricultural Eq. & Food Pro) 4/15-20	-YUGOSLAVIA, NoviSad: Food Processing Eq. & Agricultural Eq. 5/21-25	-ISRAEL, Tel Aviv: TECHNOLOGY '77 (Process Controls, Pollution Control Eq., EDP Eq., Energy Systems) -FRANCE, Paris: PARIS AIR SHOW 6/2-12 FIRM -POLAND, Poznan: Poznan Spring Fair (General Ind. Eq.) 6/5-16 -U.S.S.R., Moscow: ELECTRO '77 (Electrical Eq.)

TRADE CENTERS	EXHIBITIONS: JULY, 1977	EXHIBITIONS: AUGUST, 1977	EXHIBITIONS: SEPTEMBER, 1977
STOCKHOLM	-Privately Sponsored Events	-Privately Sponsored Events	-EDP VII (Computers and Related Equipment) 9/19-23
LONDON	-Privately Sponsored Events	-Privately Sponsored Events	-Catering and Convenience Food Service Equip. 9/19-24
FRANKFURT/COLOGNE	-Special Promotional Activities	-Special Promotional Activities	-Sporting Goods (SFOGA)[Cologne] 9/25-27
PARIS	-Privately Sponsored Events	-Privately Sponsored Events	-Metalworking & Metalfinishing Machinery & Eq. 9/19-22
MILAN	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
TOKYO	-Privately Sponsored Events	-Privately Sponsored Events	-Business Equipment (Document Handling & Processing) 9/12-16
SYDNEY	-Security & Safety Equipment 7/11-15	-Food Processing & Packaging Eq. 8/15-19	-Health Care Industries Eq. 9/26-30
SINGAPORE	- <u>Communications Eq.</u> 7/11-15	-Privately Sponsored Events	-Advanced Building Technology (Materials & Eq.) 9/19-23
SEOUL	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
TAIPEI	-Pollution Control Equipment	-Privately Sponsored Events	-Plastics Production Equipment
MEXICO CITY	-Furniture Manufacturing & Wood-working Eq. 7/12-15	-Electronics Industry Prod. & Test Equip. 8/15-19	-Water Treatment & Sewage Disposal Equip. 9/19-23
BEIRUT	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
TEHRAN	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Pharmaceutical Prod. Equip.
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-VENEZUELA, Caracas: Process Control Insts. & Equip.		-VENEZUELA, Caracas: Telecommunications, Radio & TV Eq. -CZECHOSLOVAKIA, Brno: Engineering Fair (Theme to be determined) -USSR, Moscow: CHEMISTRY '77 (Chemical Process Eq.) -BULGARIA, Plovdiv: Int'l Fair (Theme to be determined) 9/3-10

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: JULY, 1976	EVENTS: AUGUST, 1976	EVENTS: SEPTEMBER, 1976
NORTHERN EUROPE			- <u>Taby, Centrum</u> Sweden (ISP)
WESTERN EUROPE			- <u>Pollution Control Equipment</u> Belgium/Luxembourg (STM) - <u>Illinois State</u> W.Germany/France/U.K. (ITM) - <u>Dallas Western Apparel</u> (ITM) Belgium/France/Germany/Sweden
SOUTHERN EUROPE			- <u>Energy Systems</u> Spain/Yugoslavia (TSS) - <u>Consumer Goods</u> (CE) "INTERFEREX '76" Switzerland - <u>Sears de Espana</u> Spain (ISP)
JAPAN/AUSTRALIA/ NEW ZEALAND		- <u>Automotive Parts & Equipment</u> Japan (STM) - <u>Iowa State</u> Australia/New Zealand (ITM)	
NEAR EAST (GAGNE)			- <u>Packaging Machinery Mfg.</u> <u>Institute</u> Iran (ITM)
FAR EAST	- <u>Far East Dept. Store</u> Taiwan (ISP)	- <u>Communications Equipment</u> Hong Kong/Singapore/Thailand (STM)	- <u>Automotive Service Equipment</u> Korea/Philippines/Taiwan (GE) - <u>Commercial Fishing Equipment</u> Malaysia/Thailand (STM) - <u>Mineral & Ore Processing</u> (TSS) Equip. Indonesia/Malaysia
LATIN AMERICA	- <u>Puerto Rico</u> Trinidad-Tabago (ITM)		- <u>Pulp & Paper Equipment</u> Brazil (STM)
NORTH AMERICA			
AFRICA	- <u>Consumer Goods</u> Nigeria (CE)	- <u>Business Equipment</u> Swaziland/Sudan (GE)	- <u>Modern Telecommunications</u> Botswana/Ethiopia/Nigeria (TSS) - <u>Metalworking & Finishing Eq.</u> Zaire/Zambia (CE)
EAST/WEST TRADE (BEWT)			- <u>Pharmaceutical & Medical Eq.</u> Poland/Hungary/Germ. Dem. Rep. (TSS)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS IN-STORE PROMOTIONS		
	EVENTS: OCTOBER, 1976	EVENTS: NOVEMBER, 1976	EVENTS: DECEMBER, 1976
NORTHERN EUROPE	- <u>DEMBY's</u> U.K. (ISP) - <u>Jenners</u> U.K. (ISP) - <u>Steen & Strom</u> Norway (ISP)		
WESTERN EUROPE	- <u>Electronic Components</u> (Fiarex '76 Fair) Netherlands (CE)		
SOUTHERN EUROPE	- <u>Electronic Components</u> (Salon-Electronic) Spain (CE)		
JAPAN/AUSTRALIA/ NEW ZEALAND	- <u>Columbus, Georgia Conf.</u> Japan (ITM)		
NEAR EAST (CAGNE)	- <u>Port Development</u> Egypt/Morocco/Saudi Arabia (TSS) - <u>Society of Plastics Industries</u> Egypt/Saudi Arabia (ITM) - <u>Shalom</u> Israel (ISP)	- <u>Export Action Team</u> Egypt/Sudan/Tunisia (ITM)	- <u>Montana State</u> Saudi Arabia (ITM)
FAR EAST.	- <u>Mining (Production & Processing Machy. & Eq.)</u> Indonesia/Malaysia (TSS)	- <u>Machine Tools</u> Hong Kong/Korea/Philippines (STM) - <u>Scientific & Industrial Instruments</u> India (TSS)	
LATIN AMERICA	- <u>Mid-West Int'l Trade Assoc.</u> Venezuela/Colombia/Ecuador (ITM)	- <u>Health Care Equipment</u> Dom. Republic/Jamaica/Tobago/ Trinidad (CE)	- <u>Pulp & Paper Equipment</u> Brazil (STM)
NORTH AMERICA			- <u>Pennsylvania State</u> Canada (ITM)
AFRICA		- <u>Integrated Agribusiness</u> Gabon/Nigeria/Sudan (TSS) - <u>Metalworking Eq.</u> South Africa (CE) - <u>Iowa State</u> Nigeria/Sudan (ITM)	
EAST/WEST TRADE (BEWT)		- <u>Pennsylvania State</u> Eastern Europe (ITM) - <u>Metalworking & Finishing Eq.</u> Bulgaria/Czechoslovakia/Hungary (TSS)	

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: JANUARY, 1977	EVENTS: FEBRUARY, 1977	EVENTS: MARCH, 1977
NORTHERN EUROPE			
WESTERN EUROPE			- <u>Scientific, Medical & Indus- trial Instruments</u> (INSTURAMA Fair) Belgium (CE) - <u>Application of Computer Technology for Business Efficiency</u> Belgium/Luxembourg/ Netherlands (STM)
SOUTHERN EUROPE		- <u>Avionics/Ground Support Eq.</u> Italy/Yugoslavia/Greece (TSS)	- <u>Clobus</u> Switzerland (ISP) - <u>Int'l Food & Mat'ls Handling Fair</u> Spain (CE)
JAPAN/AUSTRALIA NEW ZEALAND			
NEAR EAST (CAGNE)	- <u>Data Processing Eq.</u> Kuwait/Saudi Arabia/Bahrein(TSS) - <u>Port Development</u> Algeria/Qatar/Tunisia (TSS) - <u>Building & Construction</u> Iran/Israel (STM) - <u>Food Processing & Packaging Eq.</u> Morocco/Algeria/Egypt (STM)	- <u>Water Resources</u> Iraq/Saudi Arabia/U.A.E. (STM) - <u>Agricultural Machinery</u> Libya/Morocco/Tunisia (CE) - <u>Communications Equipment</u> Turkey/Egypt/ (STM)	
FAR EAST	- <u>Building Supplies & Construction Equip.</u> Malaysia/Philippines/ Thailand (CE) - <u>Electronic Industries Produc- tion Equip. & Instruments</u> India (CE)		- <u>Packaging Equipment</u> Hong Kong/Korea (TSS) - <u>Pumps, Valves & Compressors</u> India (CE)
LATIN AMERICA			
NORTH AMERICA			
AFRICA	- <u>Timber Industries & Woodworking Eq.</u> Liberia/C.A.R./Malagasy/ Zaire (CE)	- <u>Printing & Graphic Arts</u> South Africa (CE)	- <u>Motor Vehicle Maintenance</u> Nigeria/Zaire/Zambia (CE)
EAST WEST TRADE (BEWT)			

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: APRIL, 1977	EVENTS: MAY, 1977	EVENTS: JUNE, 1977
NORTHERN EUROPE			
WESTERN EUROPE	- <u>International Household Fairs</u> Netherlands (CE) - <u>M.I.R.O.</u> Netherlands (ISP)		
SOUTHERN EUROPE	- <u>Mining Equipment</u> Greece/Turkey (STM) - <u>Biomedical Equipment</u> Switzerland (CE)	- <u>Pollution Control</u> Spain (CE)	
JAPAN/AUSTRALIA NEW ZEALAND	- <u>Physical Properties Test</u> <u>Instruments</u> Australia/ New Zealand (STM) - <u>Commercial Fishing Equipment</u> Australia/New Zealand (CE)		- <u>Georges</u> Australia (ISP)
NEAR EAST (CACNE)		- <u>Petrochemical Industries Eq.</u> UAE/Kuwait/Saudi Arabia/Syria (STM)	
FAR EAST			- <u>Fluid Power</u> Korea/Taiwan (TSS)
LATIN AMERICA	- <u>Energy Systems</u> Argentina/Colombia/Ecuador (STM)	- <u>Plastics Production Equipment</u> Brazil/Venezuela (STM)	
NORTH AMERICA			
AFRICA	- <u>Health Care Eq.</u> Kenya/Zaire/Zambia (STM)		- <u>Energy Systems</u> Botswana/Ivory Coast/Zaire (TSS)
EAST WEST TRADE (BEWT)		- <u>Modenmuller</u> Austria (ISP)	

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: JULY, 1977	EVENTS: AUGUST, 1977	EVENTS: SEPTEMBER, 1977
NORTHERN EUROPE	- <u>Agricultural Equipment</u> U.K. (CE)		
WESTERN EUROPE			- <u>Laboratory Instruments</u> Netherlands (CE)
SOUTHERN EUROPE			- <u>Computers</u> Switzerland (CE)
JAPAN/AUSTRALIA/ NEW ZEALAND		- <u>Agribusiness</u> Australia/New Zealand (STM)	
NEAR EAST (CAGNE)			
FAR EAST	- <u>Hotel & Restaurant Equipment</u> Thailand/Malaysia (CE)	- <u>Chemical & Petrochem. Prod. Eq. & Products</u> Korea/Taiwan (CE)	
LATIN AMERICA	- <u>Building & Construction Eq.</u> Peru/Chile/Brazil (STM) - <u>Petroleum Exploration and Exploitation Equipment</u> Argentina (CE)	- <u>Petrochemical Industries Eq.</u> Venezuela/Colombia/Ecuador (STM)	
NORTH AMERICA			
AFRICA	- <u>Consumer Goods</u> Sierra Leone (CE)	- <u>Building Supplies & Eq.</u> Kenya/Nigeria/Sudan (CE) - <u>Motor Vehicle Maintenance</u> South Africa (CE)	- <u>Integrated Agribusiness</u> Kenya/Ivory Coast/Ethiopia (TSS) - <u>Materials Handling Eq.</u> Ghana/Nigeria/Mozambique (STM)
EAST/WEST TRADE (BEWT)			

Telephone Directory of Country Marketing Managers

Commercial and economic information on most trading partners of the United States is available from the Bureau of International Commerce, U.S. Department of Commerce.

The Bureau is organized geographically with a Country Marketing Manager responsible for a country or group of countries as listed below. Assistance or information about marketing in these countries may be obtained by dialing these key people directly: 202-377 plus the given extension.

Area	Extension
Africa	
Sub Sahara	4927
Europe	
France and Benelux Countries	4504
Germany and Austria	5228
Italy, Greece, and Turkey	3944
Nordic countries	3848
Spain, Portugal,	
Switzerland, and Yugoslavia	2795
United Kingdom and Canada	4421
Far East	
Australia and New Zealand	3646
East Asia and Pacific	5401
Japan	2425
South Asia	2522
Latin America	
Brazil, Argentina, Paraguay, and Uruguay	5427
Mexico, Central America, and Panama	2313
Remainder of South America and Caribbean countries	2995

Special units within the Department of Commerce have been created to deal with particular marketing situations:

Commerce Action Group for the Near East

North Africa	5737
Near East	
Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Peoples Democratic Republic of Yemem, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemem Arab Republic	5767
Iran, Israel, Egypt	3752

Bureau of East West Trade

Eastern Europe	2645
USSR	4655
Peoples Republic of China	3583

District Offices of the U.S. Department of Commerce

Albuquerque, N.M., 87102, 505 Marquette NW, Suite 1015 (505) 766-2386.

Anchorage, 99501, 632 Sixth Ave., Hill Bldg., Suite 412 (907) 265-5307.

Atlanta, 30309, Suite 600, 1365 Peachtree St., N.E. (404) 526-6000.

Baltimore, 21202, 415 U.S. Customhouse, Gay and Lombard Sts. (301) 962-3560.

Birmingham, Ala., 35205, Suite 200-201, 908 S. 20th St. (205) 254-1331.

Boston, 02116, 10th Floor, 441 Stuart St. (617) 223-2312.

Buffalo, N.Y., 14202, Room 1312, Federal Bldg., 111 W. Huron St. (716) 842-3208.

Charleston, W.Va., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. (304) 343-6181, Ext. 375.

Cheyenne, Wyo., 82001, 6022 O'Mahoney Federal Center, 1210 Capitol Ave. (307) 778-2151.

Chicago, 60603, Room 1406, Mid-Continental Plaza Bldg., 55 E. Monroe St. (312) 353-4450.

Cincinnati, 45202, 10504 Federal Office Bldg., 550 Main St. (513) 684-2944.

Cleveland, 44114, Room 600, 666 Euclid Ave. (216) 522-4750.

Columbia, S.C., 29204, Forest Center, 2611 Forest Dr. (803) 765-5345.

Dallas, 75242, Room 7A5, 1100 Commerce St. (214) 749-1515.

Denver, 80202, Room 165, New

Custom House, 19th and Stout Sts. (303) 837-3246.

Des Moines, Iowa, 50309, 609 Federal Bldg., 210 Walnut St. (515) 284-4222.

Detroit, 48226, 445 Federal Bldg., 231 W. Lafayette (313) 226-3650.

Greensboro, N.C. 27402, 203 Federal Bldg., W. Market St., P.O. Box 1950. (919) 275-9111, Ext. 345.

Hartford, Conn., 06103, Room 610-B, Federal Office Bldg., 450 Main St. (203) 244-3530.

Honolulu, 96813, 286 Alexander Young Bldg., 1015 Bishop St. (808) 546-8694.

Houston, 77002, 1017 Old Federal Bldg., 201 Fannin St. (713) 226-4231.

Indianapolis, 46204, 357 U.S. Courthouse & Federal Office Bldg., 46 E. Ohio St. (317) 269-6214.

Los Angeles, 90049, Room 800, 11777 San Vicente Blvd. (213) 824-7591

Memphis, 38103, Room 710, 147 Jefferson Ave., (901) 534-3213.

Miami, 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. (305) 350-5267.

Milwaukee, 53202, 605 Federal Office Bldg., 517 E. Wisconsin Ave. (414) 224-3473.

Minneapolis, 55401, 218 Federal Bldg., 110 S. Fourth St. (612) 725-2133.

New Orleans, 70130, Room 432, International Trade Mart, 2 Canal St. (504) 589-6546.

New York, 10007, 37th Floor, Fed-

eral Office Bldg., 26 Federal Plaza, Foley Sq. (212) 264-0634.

Newark, N.J., 07102, Gateway Bldg. (4th floor) Market St. & Penn Plaza (201) 645-6214.

Omaha, Neb., 68102, 1815 Capitol Ave., Suite 703A (402) 221-3665.

Philadelphia, 19106, 9448 Federal Bldg., 600 Arch St. (215) 597-2850.

Phoenix, Ariz., 85004, 508 Greater Arizona Savings Bldg., 112 N. Central Ave. (602) 261-3285.

Pittsburgh, 15222, 2002 Federal Bldg., 1000 Liberty Ave. (412) 644-2850.

Portland, Ore., 97204, Room 618, 1220 S.W. Third Ave. (503) 221-3001.

Reno, Nev., 89502, 2028 Federal Bldg. 300 Booth St. (702) 784-5203.

Richmond, Va., 23240, 8010 Federal Bldg., 400 N. 8th St. (804) 782-2246.

St. Louis, 63105, 120 S. Central Ave. (314) 425-3302.

Salt Lake City, 84138, 1203 Federal Bldg., 125 S. State St. (801) 524-5116.

San Francisco, 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave., (415) 556-5860.

San Juan, P.R., 00902, Room 100, Post Office Bldg. (809) 723-4640.

Savannah, 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. (912) 232-4321, Ext. 204.

Seattle, 98109, 706 Lake Union Bldg., 1700 Westlake Ave. North (206) 442-5615.

